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Impacto del tipo de promoción de ventas sobre el recuerdo del Internauta

RESUMEN

La elevada competencia global del entorno actual está llevando a la necesidad de crear vínculos con el consumidor que garanticen la satisfacción mutua y duradera e influyan directamente sobre su comportamiento de compra. Bajo esta coyuntura, se hace necesario el empleo de herramientas que permitan generar, incrementar y mantener el valor de marca en Internet donde el incremento publicitario está obligando a las empresas a emplear otro tipo de herramientas de comunicación con el fin de diferenciarse y destacar del resto de oferta. Objetivo: El presente trabajo pretende investigar si el tipo de promoción de ventas puede influir sobre el valor de marca a través de su impacto sobre la notoriedad de marca. Diseño, metodología y enfoque: Se lleva a cabo una experimentación basada en la observación del comportamiento del usuario de Internet, completado con una encuesta web asistida por ordenador. Hallazgos: El análisis de los datos muestra que el tipo de promoción empleada influye sobre la notoriedad de marca. Las promociones no monetarias generan un mayor nivel de recuerdo de producto. Originalidad y valor: Las implicaciones de este artículo pueden ayudar a los gestores a elegir los incentivos más apropiados online para alcanzar sus objetivos empresariales.

Palabras Clave: Promoción de ventas on-line, notoriedad de marca, recuerdo de marca, recuerdo de producto, valor de marca, click-through

Impact of online sales promotion type on internet user recall

ABSTRACT

The highly competitive nature of the current economic climate is giving rise to the need to create links with the consumer that guarantee mutual lasting satisfaction and directly influence the consumer's purchasing behaviour. In these circumstances, tools are required that are also capable of creating, increasing and maintaining brand equity on the Internet, where increased advertising is forcing companies to use other types of communication tools in order to stand out from the competition and differentiate their offers. Purpose: The present research aims to investigate whether the type of promotion can influence brand equity through its influence on brand awareness. Design, methodology and approach: We carried out an experiment based on the observation of Internet user behaviour, completed by a computer-assisted web interview. Findings: Data analysis following the experiment revealed that the type of sales promotion employed does influence brand awareness. Non-monetary sales promotions generate higher levels of brand recall than monetary promotions, whilst the latter generate a higher level of product recall. Originality and value: The implications of this article will help managers to offer the most appropriate online incentives, in line with their business objectives.

Keywords: online sales promotion; brand awareness; brand recall; product recall; brand equity; click-through.

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Impact of online sales promotion type on internet user recall

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1. INTRODUCTION

The emergence of the Internet removed traditional obstacles to commerce such as space and time, turning the competitive environment into a very dynamic, global area, with huge numbers of companies promoting their respective offers. Given this situation and in an increasingly mediatised world, the role of the company as a broadcaster of messages to its markets is key to transmitting a certain image that can affect consumer behaviour. The creation of brand equity is essential in building up strong brands on the Internet capable of providing value for the client and thus guaranteeing their loyalty. Brand equity paves the way for charging higher prices (Firth, 1993), securing greater market share (Park & Srinivasna, 1994), achieving better results from advertising campaigns and sales promotion (Keller, 1998), and gaining market penetration more quickly (Robertson, 1993). Brand equity is therefore one of the key sources of competitive advantage on the Internet (Christodoulides, de Chernatony, Furrer, Shiu & Abimbola, 2006).

Marketing communication is one of the main tools used in the creation, development, and maintenance of brand equity, and this is also true in the context of the Internet. The increase in advertising on the Internet is forcing companies to use tools other than traditional advertising in order to stand out from the competition and differentiate their offers. Sales promotion is one of the most commonly-used tools, despite the fact that the main results of academic research suggest that its long-term effects are not entirely beneficial for the brand. Companies appear to have seen the Internet as an ideal medium to help generate brand equity through improved client knowledge and satisfaction. These aspects are very important from the perspective of Internet marketing management as they can influence online loyalty (Christodoulides & Michaelidou, 2011) and, consequently, brand equity. In light of this, the present study aims to analyse how sales promotion can improve brand equity through an increase in brand awareness and, specifically, how brand awareness can be moderated according to the type of online sale promotion used (monetary vs. non-monetary).

2. LITERATURE REVIEW

There are few studies in the literature on the effect of online sales promotions on the consumer, and most are limited to the analysis of efficiency in terms of the capacity to create coupon redemption behaviour (Kumar, Karande & Reinartz, 1998; Fortín, 2000; Han, Yoon

& Cameron, 2001; Chtourou, Chandon & Zollinger, 2005; Kang, Hang, Fortin, Hyun, & Eom, 2006; Shor & Oliver, 2006; Chiou-Wei & Inman, 2008; Cheng & Dogan, 2008).

The numerous studies looking at sales promotion in traditional media show that it damages brand image and, therefore, brand equity (Kim & Lehmann, 1993; Boulding, Lee & Staelin, 1994; Mela, Jedidi & Bowman, 1998). However, if we consider sales promotion as a strategic variable, we can say that it helps to generate or reinforce brand image. What, therefore, is its effect on the creation of brand equity?

It is assumed that if sales promotion is able to generate brand equity, it must be able to influence each one of its component parts: brand awareness, brand image, brand loyalty, and perceived quality (Aaker, 1996a; Villarejo, 2005). Brand awareness is the potential capacity of a buyer to recognise or recall that a brand is a member of a certain product category. According to Aaker (1996a), brand awareness is one of the central pillars of brand equity. If an individual is not able to bring to mind a given brand as the solution to the choice he faces, that brand does not exist for them and therefore will not generate brand equity. Furthermore, Keller (1993) adds that brand awareness is pivotal in the decision-making process, given that:

- The consumer must think of the brand when thinking of the product category. If the brand forms part of the overall 'package' that comes to mind, there is a greater probability that it will be chosen and purchased.
- It can affect the decision to purchase those brands that essentially do not carry any other associations. In other words, the consumer could base their purchase decision on brand awareness alone, if they were not particularly engaged in that purchase, as a result of either a set of motivations (such as the absence of perceived risk) or their need for cognition.
- Brand awareness has the capacity to influence the formation of associations that make up the brand image, and their scale.

All these assertions are also true for the Internet. When the consumer has to choose a brand to meet his needs, they will choose from amongst those brands that come to mind. In the online context, this translates into visiting the websites of those brands they recall, or putting the brand name in the search engine,

In short, it is important to analyse the various possible forms of generating brand awareness on the Internet because of the capacity that brand awareness has to affect consumer decisions, at both the affective and the behavioural level. When a brand is well known, it gives the consumer a feeling of familiarity and pleasure (Aaker, 1996a; Alba & Hutchinson, 1987) that will influence their attitudes towards that brand (Aaker & Day, 1974; Aaker & Alvarez del Blanco, 1995) and their purchasing behaviour. Where the consumer feels little engagement with the purchase, it can even become the main variable that triggers purchasing behaviour in them (Petty & Cacioppo, 1986; Villarejo, 2005; Beirao, 2001).

On the other hand, as demonstrated by Pedersen & Nysveen (2003), product awareness on the Internet will also directly affect the intention to purchase, hence the need to use communication tools that increase product awareness, to secure the online purchase. This relation exists due to the reduction in perceived risk that occurs when knowledge of the product increases. On the Internet, the perception of risk directly affects the way in which users browse, such that where the risk is perceived as being higher, the user will perform more extensive information searches in order to reduce that risk (Beatty & Smith, 1987; Dowling & Staelin, 1994). Specifically, the user that perceives a greater risk will browse with a clear aim in mind, rather than just for the sake of browsing, and hence they will process information rationally, via the central processing route (Petty & Cacioppo, 1986).

This gives rise to two key questions: “Are sales promotions capable of generating brand awareness?” and “Does the type of sales promotion affect brand awareness regardless of the type of benefit it offers?”

2.1. Effect of sales promotion on brand awareness

In the literature, opinions vary greatly as to whether sales promotion affects brand awareness or not, and if it does, whether this effect is positive or negative. For example, Chandon & Laurent (1999) Chandon, Wansink & Laurent (2000), Santaella & Associates (2000), Palazón & Delgado (2005), and Beirao (2001) assert that sales promotion generates brand/product awareness, by acting as a communication tool to convey a message. In other words, sales promotion includes a message capable of raising brand awareness because it contains, amongst other components, the logo, the product image and information on the normal price of the product (Yin & Dubinsky, 2004).

It is said by many, therefore, that a positive correlation exists between sales promotion and brand awareness (Tellis, 1997), since previous exposure to, or engagement with, sales promotions can change both the type and number of associations created around the brand (Palazón & Delgado, 2005).

However, while some authors have stated that sales promotion affects brand awareness in a significant, positive manner (Aaker, 1996b; Tellis, 1997; Palazón & Delgado, 2005), others consider its influence to be insignificant (Beirao, 2001; Villarejo, 2005).

Addressing this question, Villarejo (2005) undertook research to ascertain how price-based sales promotions may or may not influence brand awareness. The conclusion was that they do not influence awareness as their purpose is to raise awareness of the special promotion, not to achieve brand awareness.

Nevertheless, there are several counterarguments. For example, although the main aim of sales promotion is to raise awareness of a special offer, it would seem inevitable that it would also achieve brand awareness, as in order to provide information on the promotional offer, information on the brand behind the offer is also given, thus affecting awareness. What is more, by means of the sales promotion, information on other features of the product or brand is also being conveyed and this too can impact on brand awareness.

Beirao (2001) undertook an experiment to test whether the use of sales promotion impacted on brand awareness, and concluded that it did not have any significant effect on the variables of awareness. However, the study found that sales promotion did have an effect on the brand associations that were generated. Thus it follows that, prior to the brand evaluation, some degree of brand awareness must have existed that could then be processed and converted into specific associations.

However, Aaker (1996b) asserts that sales promotions reinforce brand awareness even amongst those who do not use a given brand. Similarly Palazón & Delgado (2005) undertook a study to establish whether sales promotion genuinely has an effect on brand awareness. They sought to demonstrate that as a result of sales promotion an individual will generate a greater number of associations around a given brand, and that these associations are more positive than when the individual is not exposed to any such sales promotion. The authors found that sales promotion does have a significant and positive effect on brand awareness as it is capable of achieving more - and more favourable - associations.

Therefore it might be concluded that sales promotion does indeed have a significant effect on brand awareness and that this effect is also found when the medium in question is the Internet.

However, various authors believe that sales promotion generates a type of awareness that focuses attention on price alone, which can damage the brand image. That said, most of the studies on which these assertions are based focus mainly on monetary promotions, which may restrict and sway the conclusions reached. It may be that the particular characteristics of each type of promotion influence the effect they have, and specifically so in the case of brand awareness. Following Reference Price Theory (Helson, 1964) and the Price/Quality Signal Theory (Gabor & Granger, 1966), an individual that has acquired an item of a particular brand through a monetary promotion will lower their reference prices and their perception of the brand's quality. This occurs because of the fall in weighted average prices previously paid by the consumer and resulting from the last purchase in the promotion. These average prices will be used by the individual to establish their internal reference prices against which they will make comparisons. When the reference prices fall towards discount it is much more difficult to convince them to buy the brand at its regular price, as they will then perceive this price as very high (Ortemeyer & Huber, 1990).

We must add to the foregoing that when a consumer is not able to directly evaluate the quality of a product, they will try to infer it from the price (Gabor & Granger, 1966; Monroe, 1973; Spence, 1974; Huber & McCann 1982; Gerstner, 1985; Urbany, Bearden & Weilbaker, 1988; Chandon, 1995; Chtourou, Chandon & Zollinger, 2005; Lichtenstein, Bloch & Black, 1988). The price discounts provided by a monetary promotion will lower the perception of brand quality. This increase in the consumer's sensitivity to price and the damage caused to the brand's perceived quality will lead to a clear erosion of brand equity (Aaker, 1992; Mela, Jedidi & Bowman, 1998; Mela, Gupta & Lehmann, 1997; Yoo, Donthu, & Lee, 2000). The consequence is then indifferent consumer behaviour towards the product brand, leading them to behave solely according to the price, ignoring any other factor of convenience, and therefore leaving the brand with little associated value.

Nonetheless, it may be that the special characteristics of monetary sales promotions and their impact on reference prices and the perceived quality of a brand influenced the results obtained in these studies. In other words, it is possible that if we use another type of sales promotion these effects will not occur. This would explain why, on a theoretical level, sales promotion

seeks to achieve objectives such as the generation of brand awareness and the creation of particular brand images.

Hence it is to be expected that the effects associated with sales promotion depend on the type of promotion implemented and the benefit associated with it, such that its impact on brand awareness also depends on the benefit in question. The effect of this variable may help to explain the inconclusive results obtained to date by the various different authors.

As has already been outlined, monetary promotions are associated with utilitarian benefits which are associated with functional aspects. These aspects have a lesser effect on recall and brand recognition than those based on symbolic characteristics or hedonic benefits (Park et al, 1989), which is why they probably have less of an influence on awareness. Furthermore, according to the theories of self-perception (Bem, 1965) and behavioural learning (Rothschild y Gaidis, 1981), in monetary promotions the monetary incentive is the key characteristic that drives the decision to acquire the brand in question. Hence all of the consumer's cognitive efforts will be focused on the generation and reinforcement of one single association – that of price – which directly influences their purchasing behaviour. Therefore awareness of a brand that has been achieved using this type of promotion will be limited to aspects relating to price, and to the generation of specific, priced-based brand images. However, non-monetary sales promotions will generate a greater number of associations related to the personality of the brand, enjoyment of the experience, feelings, and emotions. These feelings or emotions will determine brand recall (Mitchell & Olson, 1981) and therefore brand awareness.

In this regard, Palazón & Delgado (2005) assert that, in general, non-monetary promotional activities generate more brand awareness than monetary activities, as they are capable of generating a greater number of brand associations and, what is more, these associations are more favourable. This finding could be due to the fact that non-monetary promotions generate more abstract associations than do monetary promotions, and abstract associations tend to be more highly valued and longer-lasting in the consumer's mind.

On the other hand, it is widely known that certain sales promotion techniques help to increase brand awareness, thus encouraging consumers to try the product. Free samples are a means of increasing brand awareness by overcoming the issue of uncertainty that may surround the acquisition of the product. As can be seen, then, almost all the studies that have analysed the effect of the type of promotion on brand awareness have based their analysis on the

generation of associations around the brand. However, as has been mentioned in the earlier definition of the concept of awareness, brand awareness is formed as a result of brand recognition and brand recall (Aaker, 1996a), hence to measure awareness it would be more appropriate to use these variables.

From this point of view, if a communication tool is capable of generating brand recall, it can be said that it generates brand awareness.

2.2. The effect of online sales promotion on brand awareness

In the Internet context, achieving awareness is the first step in building brand equity, as it contributes to the consumer's evaluation and classification of the brand as 'top of mind', affecting their choice and influencing the associations they create. Exposure to messages has an effect on the consumer's memory in terms of recall and recognition of the brand and the message (Danaher & Mullarkey, 2003; Moore et al., 2005; Shamdasani et al., 2001; Gong & Maddox, 2003; Hollis, 2005; Dahlen et al., 2003).

To achieve brand awareness, the communication tool should be able to attract attention and cause a higher level of recall. Given the capacity of sales promotion to attract the individual's attention by offering a positive change in the conditions of sale (Hunt & Keaveney, 1994), it seems natural to think that this capacity will translate into a higher level of recall of the brand in question, since the consumer's interest will translate into the processing or decoding of the information contained in the message, which will be translated and stored as brand associations or adjectives (Chtourou, Chandon & Zollinger, 2005). In some cases, it will simply translate into knowledge of the existence of a new brand in a certain product category. Recall of the brand name will condition the consumer's behaviour and his decision to preferentially choose the recognised brand (Villarejo, 2005). If sales promotion is able to capture the individual's interest, it will favour transmission of the message, thus increasing their knowledge of the brand. On the Internet, once the user's attention has been attracted by the promotional message, this can then be converted into a banner click that leads the individual to the brand's web page in search of more information on the promotion, which should in turn translate into a higher level of recall. Chen (2004) concludes that individuals exposed to a sales promotion recall a greater number of items than do those who have not been exposed, and that therefore sales promotion increases recall. The author goes further, stating that amongst the variables that influence recall of a sales promotion is the uncertainty

experienced by the consumer with regard to the promotion. This uncertainty will influence the capacity of the promotion to generate recall amongst consumers. That is, in those situations where the promotion provokes uncertainty in the consumer, a greater number of features are recalled than in those cases where the consumer feels certain about the promotion. In addition, the more difficult the choice for the consumer, the more brand features they will recall. Thus it is to be expected that on the Internet – given the difficulty of arriving at a decision, due to a breadth of offer that borders on the excessive – both the sales offer and the brand and product should enjoy greater recall than in traditional media.

In this regard, Ndubisi (2005) and Gilbert & Jackaria (2002) asserted that not all sales promotions will serve to increase brand awareness and brand recall prior to purchase. For example, they believe that ‘two-for-one’ offers do not help increase brand awareness prior to purchase since, normally, the consumer has no awareness of them until they arrive at the establishment. However, they consider that if the promotion is sufficiently noticeable it will contribute to brand recognition and recall for future purchases.

Moreover, the consumer’s response to a promotional action can be moderated by different variables, of which the type of sales promotion is an important one. We can expect that promotions favouring purchases of a hedonic nature on the Internet will be most appropriate for attracting the individual’s attention and improving his recall, because Web users tend to seek enjoyment when browsing (Ailawadi, Neslin & Gedenk, 2001).

In view of the foregoing, we propose the following hypotheses:

H₁. On-line Monetary sales promotion attracts a greater level of attention than non-monetary sales promotion.

H₂. Those individuals who click on a promotional banner report higher levels of brand and product recall than those who do not.

H₃. Non-monetary sales promotions achieve higher levels of brand recall than monetary sales promotions.

H₄. Clicking on a promotional banner moderates the relationship between type of promotion and brand and product recall.

H_{4a}. Those individuals who click on a banner offering a non-monetary promotion achieve the highest level of brand recall.

H_{4b}. Those individuals who click on a banner offering a non-monetary promotion achieve the highest level of product recall.

3. AIMS AND METHODOLOGY

The present research seeks to analyse what type of sales promotions are most effectiveness on the Internet to generate an increase in brand awareness and, thereby, in brand equity. To this end we carried out an experiment based on the observation of Internet user behaviour, completed by an online survey.

For the data collection element, the different types of sales promotion were used as an experimental factor amongst the subjects (monetary sales promotions, non-monetary sales promotion with hedonic benefits, and non-monetary sales promotion with utilitarian benefits). Three promotional banners/layers were placed on the website of a Spanish national newspaper (www.elmundo.es). The product chosen was an airline ticket (in our case, with the Spanish airline Iberia), since the study entitled “Comercio electrónico B2C” (Red.es, 2010) had found this to be one of the most frequently purchased online products in Spain.

As a means of increasing the effectiveness of the online promotion and avoiding its being regarded as intrusive, the promotional incentives were selected so as to be:

1. Congruent with the benefits sought by Internet users (Gómez, Lorenzo, Mollá & Mondéjar, 2005).
2. Congruent and compatible with the chosen product. According to Benefit Congruency theory (Chandon et al., 2000), the more congruent and compatible a promotional incentive is with the product being promoted, the more effective the sales promotion (Dowling & Uncles, 1997; Chandon, et al., 2000; Kwok & Uncles, 2001; Roehm, Pullins and Roehm Jr., 2002).
3. Perceived as having the same monetary value.

A pre-test was run on 90 university students, with the conclusion that the three promotional incentives chosen were indeed perceived as having the same value (€120). The incentives chosen were a €120 discount (monetary promotion), a set of luggage (non-monetary utilitarian promotion) and a voucher for two nights at a national hotel (non-monetary hedonic

promotion). Appendix A contains the questionnaire used in the pre-test and also to choose the promotional incentives.

The experiment consisted of showing the individual the newspaper's website where they were free to browse for a maximum of 10 minutes. During this time the individual could see the promotional banner/layer assigned. If they clicked on the banner/layer, this was recorded in the online database and they were presented with a questionnaire on their knowledge of the brand being promoted. If after the 10 minutes they did not click on the banner/layer, they were simply asked to fill in the questionnaire.

The experiment was carried out in two Spanish provinces representative of all Spanish provinces with airports. The participants in the survey were chosen randomly at the airports. Sampling was done by quotas of age and sex, respecting the proportions in the population. The final sample consisted of 676 individuals.

The dependent variables to be analysed were brand awareness, type of recall and level of attention paid by the Web user. According to Aaker (1991) the level of brand awareness was measured using Top of Mind. The type of recall registered was measured by means of spontaneous recall, classified into six categories, namely: brand recall; product recall; sales promotion recall; brand and product recall; brand, product and sales promotion recall; can't remember. The level of attention paid by the user was measured by means of their click-through rate on the promotional banner. Appendix B contains the online questionnaire used during the experiment.

4. RESULTS

4.1. Sample description

Some 56% of the final sample was comprised of men and 44% of women, the majority of whom were aged between 20 and 35 years of age. Most of the subjects were students with further and university studies (46%), or people in employment (36%).

Table 1: Sample description data

		N	%
Gender	Men	381	56.36
	Women	295	43.64
Age	14 - 19	121	17.90
	20 - 24	217	32.10
	25 - 34	157	23.22
	35 - 44	55	8.14
	45 - 54	85	12.57
	55 - 64	30	4.44
	+ 65	11	1.63
Work status	Housewife	14	2.07
	Unemployed	38	5.62
	Student	309	45.71
	Retired	18	2.66
	Employed	243	35.95
	Self-employed	54	7.99
Education and qualifications	No qualifications	3	0.44
	Elementary school studies	48	7.10
	High School graduate	308	45.56
	Associate degree	130	19.23
	Bachelor degree	180	26.63
	Other.....	7	1.04
Internet use	Less than once a month	4	0.59
	Never, or hardly ever	3	0.44
	Every day or almost every day	227	33.58
	Twice a month	17	2.51
	Once a month	6	0.89
	Once a week	34	5.03
	Several times a week	136	20.12
	Several times a day	249	36.83
Monthly income	Up to 499€	373	55.18
	500-999€	87	12.87
	1,000-1,499€	107	15.83
	1,500-1,999€	53	7.84
	2,000-2,499€	27	3.99
	2500-2999€	16	2.37
	3,000-4,999€	9	1.33
	Over 5,000€	4	0.59

The Internet services that participants mainly used were email and the World Wide Web. In the main, they connected several times per day, every day, or almost every day or several times per week.

Table 2: Internet services most frequently used by the sample

Internet services	N	%
Email	173	25.59
Telephone calls via the Internet (VoIP)	2	0.30
World Wide Web (www)	55	8.14
File transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,))	15	2.22
Email, telephone calls via the Internet/VoIP,	11	1.63
Email, file transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,))	46	6.80
World Wide Web (www), email	213	31.51
Email, file transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,)), telephone calls via the Internet/VoIP,	8	1.18
World Wide Web (www), email, telephone calls via the Internet/VoIP,	9	1.33
World Wide Web (www), email, file transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,))	114	16.86
World Wide Web (www), email (e-mail), file transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,)), telephone calls via the Internet/VoIP	19	2.81
World Wide Web (www), file transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks (e-mule, kazaa,))	11	1.63
TOTAL	676	100.00

4.2. Data analysis

Data analysis showed that 19.7% clicked on the promotional banner/layer and 80.3% did not.

This result is better by far than that of virtually any promotional format on the Web. However, it should be pointed out that there are certain factors that may have possibly enhanced this result:

1. The intrusive nature of the format chosen to communicate the promotion.
2. The time of year chosen to undertake the data collection. The fieldwork was carried out during May, June and July. These months are particularly favourable for booking holiday flights, which may have affected the degree of interest shown

by the consumer in the product and, in turn, their predisposition towards the promotional message.

Nevertheless, it is clear that the three sales promotions were subject to the same environmental factors. Thus the findings enable comparisons to be drawn between the promotions without the conclusions being affected by these factors.

To test H1 the chi-square association test was carried out which revealed the existence of a cuasi-significant association between the type of promotion and whether the promotional banner/layer was clicked-on or not ($p < 0,10$) (see Table 3). The types of sales promotion with the highest response in the click-through rate were monetary sales promotion (22.6% click-through rate) and the non-monetary utilitarian sales promotion (21.2% click-through rate). Non-monetary sales promotion with hedonic benefits was that which registered the lowest click-through rate (15.0%). We can therefore conclude that the favourite type of sales promotion on the Internet is that offering either non-monetary utilitarian or monetary incentives (see Table 3). These findings are in line with those obtained by Chandon, Wansink & Laurent (2000), who found that one of the most efficient types of promotions was that offering benefits consistent with those sought during browsing. According to these findings, then, H1 is confirmed.

Table 3: Click-through rate by type of sales promotion

Type of Sales Promotion	Click-through	
	No	Yes
Monetary Sales Promotion	77.4%	22.6%
Non-monetary Sales Promotion with Hedonic Benefit	85.0%	15.0%
Non-monetary Sales Promotion with Utilitarian Benefit	78.8%	21.2%
TOTAL	80.3%	19.7%
Chi-square: 4.645; df: 2; p-value: 0.098		

Recall of the Iberia brand after visualisation of the promotional banner/layer was found in 89.2% of the sample. Only 10.8% of the sample did not name the Iberia brand when asked for their Top of Mind. Recall was slightly higher among those who clicked on the banner/layer (monetary: 90.4%; non-monetary utilitarian: 81.8%; non-monetary hedonic: 91.7%) than among those who did not click (monetary: 88.8%; non-monetary utilitarian: 89.8%; non-monetary hedonic: 89.3%). Once again, the non-monetary utilitarian sales promotion was the one offering the least incentive and that least encouraged brand recall (see Table 4).

Table 4: Brand recall by type of sales promotion and banner/layer click

Brand recall (%)	Type of sales promotion						Total
	Monetary		Non-monetary utilitarian		Non-monetary hedonic		
	No click	Yes click	No click	Yes click	No click	Yes click	
Yes	88.8	90.4	89.8	81.8	89.3	91.7	89.2

According to H2 those individuals who click on the promotional banner/layer will register higher levels of recall both towards the brand and the product than those who do not. The chi-square association test revealed the existence of a significant association between the type of recall and banner/layer click-through ($p < 0.05$). The individuals who did not click had the highest level of no recall (49%), while those who did click had highest spontaneous recall of the brand (38.9%). Those who clicked on the banner/layer registered the highest levels of brand, product and sales promotion recall (15.9 %). Some 32.2% of those who did not click recalled the brand, while only 5.2 % of the same group recalled brand and product (see Tables 5 and 6). In light of these results, hypothesis H2 cannot be rejected – that is, that banner/layer click increases the web user’s brand recall level.

Table 5: Type of recall by banner/layer click

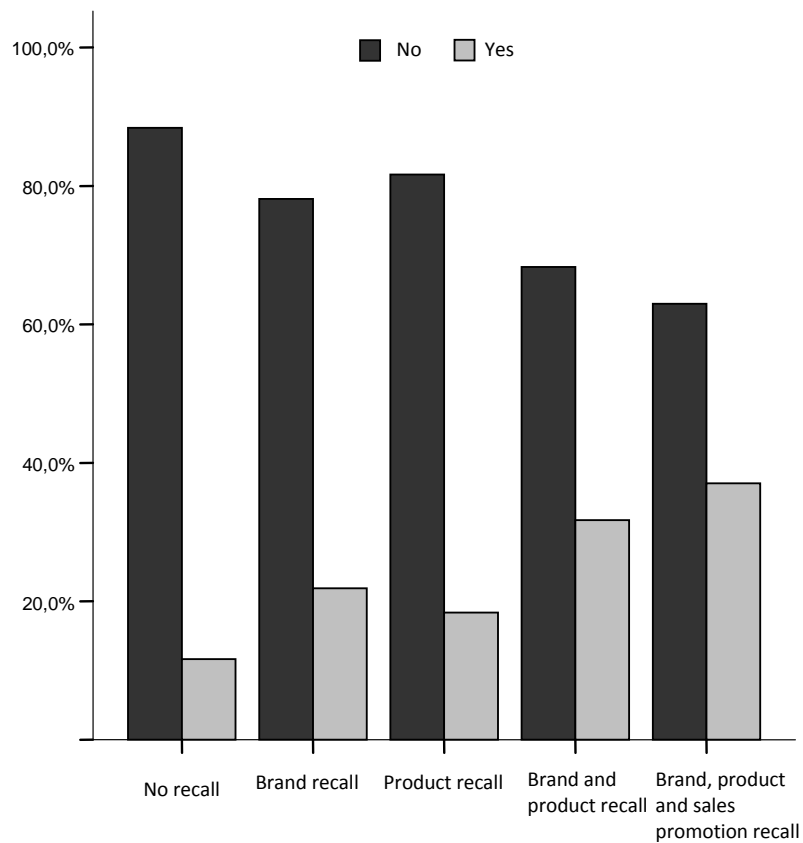
		Click-through			
		No		Yes	
		n	%	n	%
Spontaneous Recall	No recall	266	49.0	42	27.8
	Brand recall	175	32.2	49	38.9
	Product recall	38	7.0	9	7.1
	Brand and product recall	28	5.2	13	10.3
	Brand, product and sales promotion recall	36	6.6	20	15.9

Table 6: Z Kolmogorov-Smirnov test. Comparison of column proportions

		Banner click	
		No	Yes
		(A)	(B)
Spontaneous Recall	No recall	B	
	Brand recall		
	Product recall		
	Brand and product recall		A
	Brand, product and sales promotion recall		A

** Results are based on bilateral tests with a significance level of 0.05. For each significant pair, the key to the category with the lowest column proportion appears below the category with the greatest column proportion.*

Figure 1: Percentage recall by banner/layer click



The findings also show a significant association between the type of recall and the type of sales promotion seen ($p < 0.05$), therefore H3 cannot be rejected. The results obtained show that, in general, what is most recalled from the promotional banner/layer is the brand (monetary: 27.9%; non-monetary utilitarian: 36.2%; non-monetary hedonic: 36.5%), with

higher recall levels in non-monetary promotions. Therefore H3 cannot be rejected. However, of all the promotions used, the monetary promotion obtained the highest product recall level (11.5%) (see Tables 7 and 8).

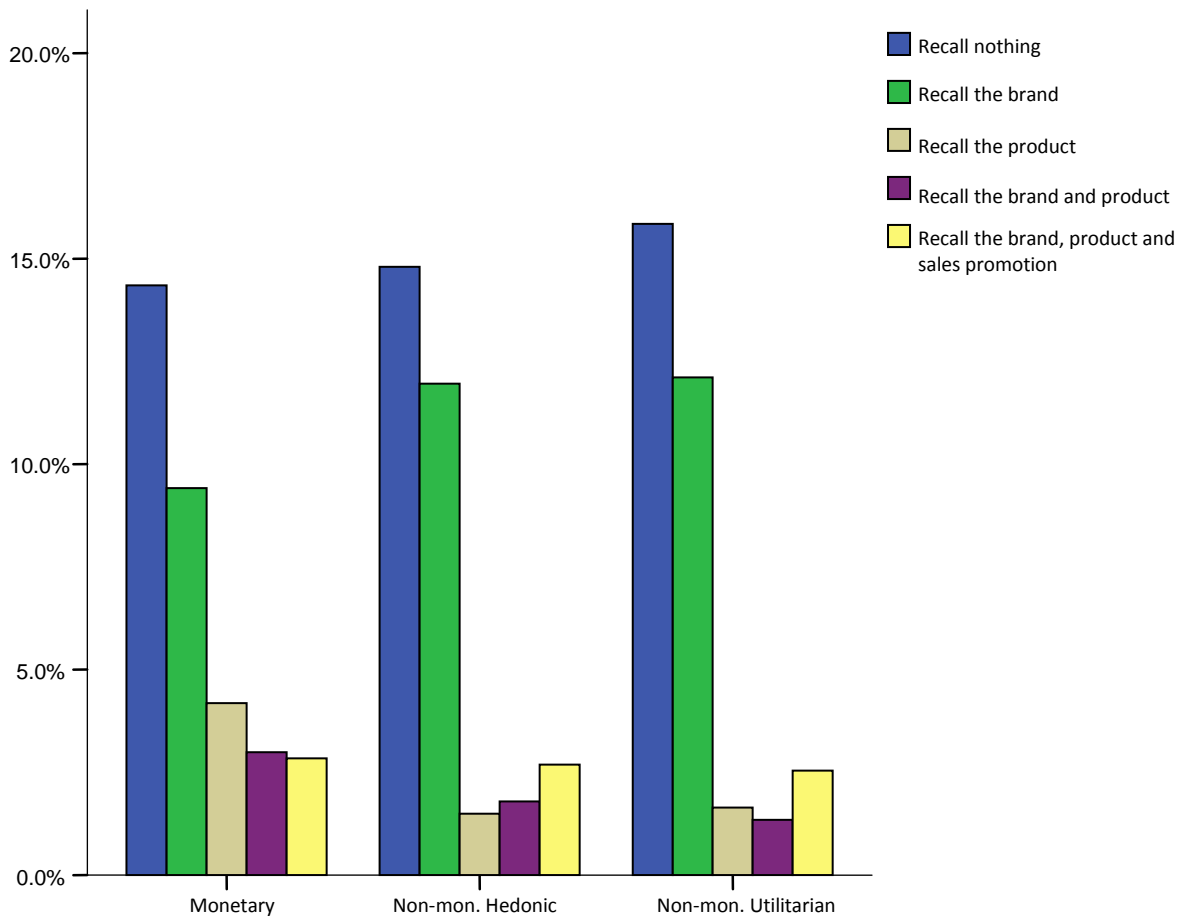
Table 7: Type of Recall by type of sales promotion

		Type of sales promotion					
		Monetary		Non-Monetary Hedonic		Non-Monetary Utilitarian	
		n	%	n	%	n	%
Spontaneous Recall	No recall	100	42.5	100	45.2	108	47.3
	Brand recall	63	27.9	80	36.5	81	36.2
	Product recall	26	11.5	10	4.6	11	4.9
	Brand and product recall	20	8.8	12	5.5	9	4.0
	Brand, product and sales promotion recall	21	9.3	18	8.2	17	7.6

Table 8: Z Kolmogorov-Smirnov test. Comparison of column proportions

		Type of sales promotion		
		Monetary	Non-Monetary Hedonic	Non-Monetary Utilitarian
		(A)	(B)	(C)
Spontaneous Recall	No recall			
	Brand recall			
	Product recall	B C		
	Brand and product recall	C		
	Brand, product and sales promotion recall			

* Results are based on bilateral tests with a significance level of 0.05. For each significant pair, the key to the category with the lowest column proportion appears below the category with the greatest column proportion.

Figure 2: Percentage spontaneous recall by promotions seen

Hypothesis H4 asserted that the relationship between type of promotion and the recall registered is moderated by clicking on the banner/layer. To verify this, a chi-square test was undertaken to test if there is a relationship between the type of recall achieved and whether the banner/layer was clicked-on or not, for each sales promotion. This was combined with a Kolmogorov-Smirnov Z-test to verify the differences in column proportions. The chi-square test demonstrated clear significant differences in recall levels of Internet users who clicked on the banner/layer and those who did not, depending on the type of sales promotion seen ($p < 0.05$).

For non-monetary utilitarian promotion we found that the individuals who clicked on the banner/layer had a much higher brand recall level (54.5%) than that recorded for those who did not click (38.0%), and higher than that of the Web users who saw the monetary promotion (31.4%) and the non-monetary hedonic promotion (45.8%). Therefore H4a cannot be rejected. On the other hand, the highest percentage of product recall was registered by those individuals

who saw the monetary promotion and clicked on the promotional banner/layer. Therefore hypothesis H4b should be rejected.

Table 9: Type of recall by type of sales promotion and banner/layer click

Type of recall	Monetary		Non-monetary utilitarian		Non-monetary hedonic	
	No click	Yes click	No click	Yes click	No click	Yes click
No recall	45.5%	37.3%	49.2%	27.3%	52.5%	29.2%
Brand recall	27.5%	31.4%	38.0%	54.5%	32.8%	45.8%
Product recall	11.8%	13.7%	4.8%	.0%	5.1%	4.2%
Brand and product recall	15.2%	17.6%	8.0%	18.2%	9.6%	20.8%

Table 10: Pearson's chi-square

		Type of sales promotion		
		Monetary	Non-monetary hedonic	Non-monetary utilitarian
		Banner/layer click	Banner/layer click	Banner/layer click
Spontaneous Recall	Chi-square	11.651	8.717	11.008
	Df.	5	4	4
	Sig.	0.040	0.069	0.026

Table 11: Z Kolmogorov-Smirnov test. Comparison of column proportions

		Type of sales promotion					
		Monetary		Non-monetary hedonic		Non-monetary utilitarian	
		No click	Yes click	No click	Yes click	No click	Yes click
		(A)	(B)	(A)	(B)	(A)	(B)
Spontaneous Recall	No recall			B		B	
	Brand recall				A		
	Product recall						
	Brand and product recall						
	Brand, product and sales promotion recall		A				A

* Results are based on bilateral tests with a significance level of 0.05. For each significant pair, the key to the category with the lowest column proportion appears below the category with the greatest column proportion.

Figure 3: Percentage spontaneous recall by banner/layer click. Monetary promotion.

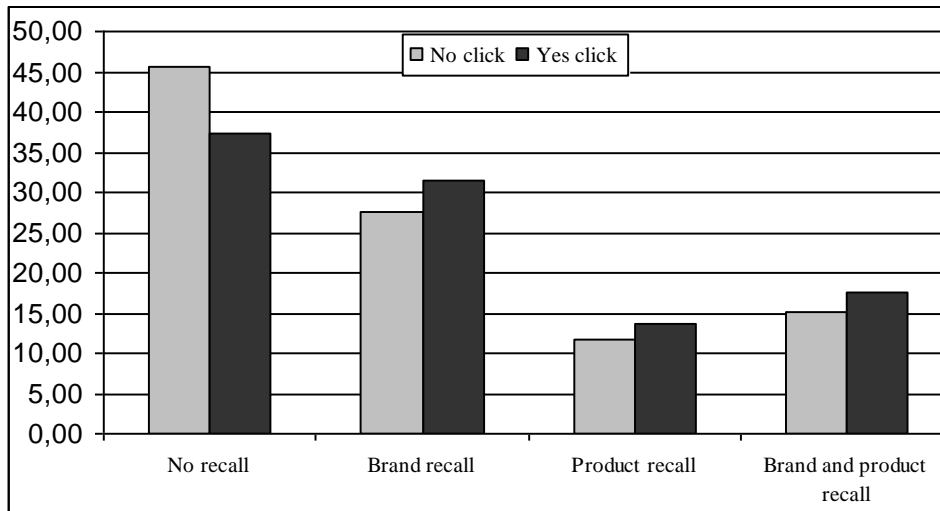


Figure 4: Percentage of spontaneous recall by banner/layer click. Non-monetary utilitarian promotion.

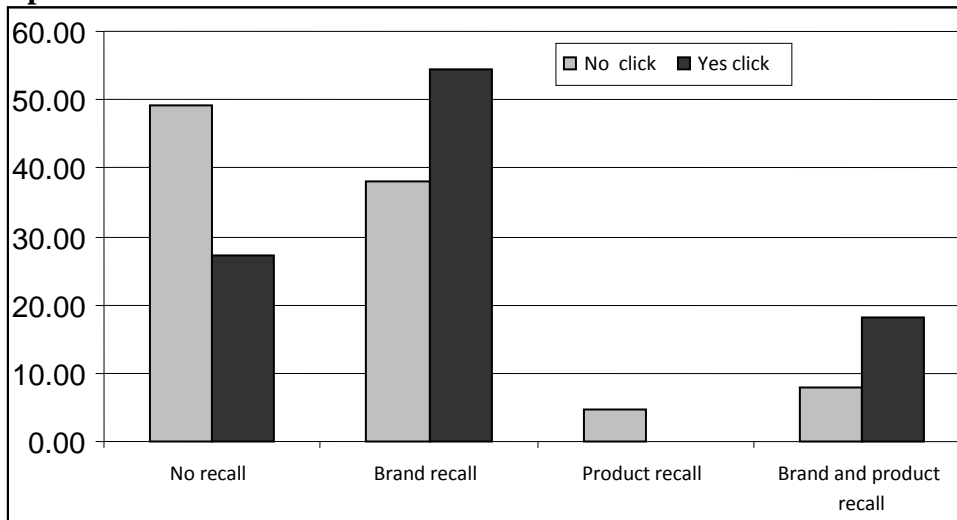
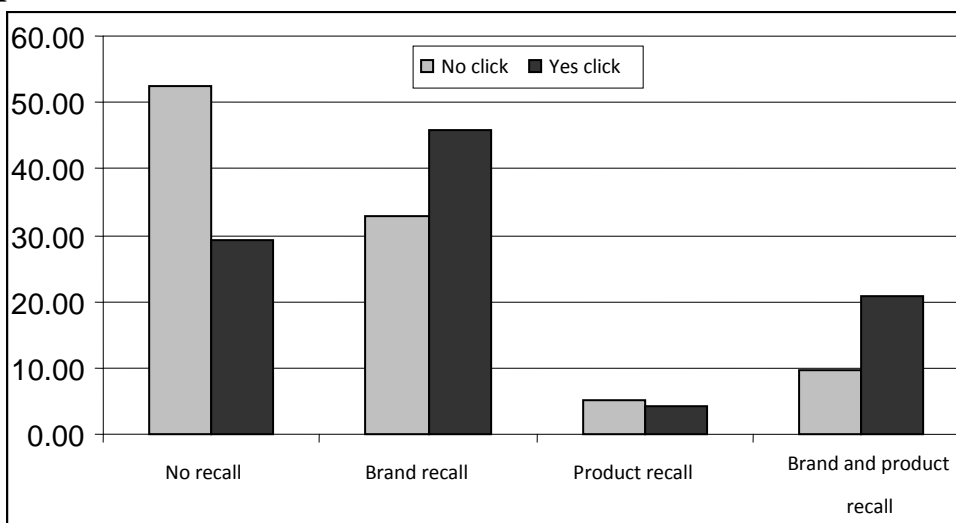


Figure 5: Percentage of spontaneous recall by banner/layer click. Non-monetary hedonic promotion.



5. CONCLUSIONS AND LIMITATIONS

This research focuses on measuring the user's cognitive response to online sales promotion in terms of attracting attention and recall level after seeing different types of sales promotions.

We can conclude from the analysis that sales promotion has a clear effect on attracting the individual's attention, and that monetary and non-monetary utilitarian promotions are the most useful for this purpose. This result is consistent with the theory of benefit congruency of Chandon et al. (2000), as the promotions shown to represent the greatest incentive were those congruent with the benefits sought while surfing the Internet. In addition, we can assume that the recall level achieved by the promotional tool is optimum and higher in those cases where the banner/layer was clicked and the promotion presented was monetary or non-monetary utilitarian.

Sales promotion clearly helps to increase brand recall, particularly in those cases in which the banner/layer is clicked, as the levels of non-recall were much higher than the recall levels when the banner/layer was not clicked. We can therefore state that when the sales promotion offers enough incentive to attract the individual's attention and make them click on the promotional banner/layer, it will generate a higher recall level than when the banner/layer is not clicked. In the latter case, sales promotion is also able to generate recall, although this is weaker and centres mainly on the brand.

Concerning the type of sales promotion used, we found that the highest level of brand recall was obtained by the non-monetary types and not the monetary type, which achieved higher product recall. When brand recall is to be increased, it is therefore more appropriate to use a non-monetary promotion, whereas if we wish to centre attention on the product, a monetary type promotion is preferable.

As regards the type of recall, we can conclude that there are significant differences between Internet users according to the type of sales promotion seen. The results obtained indicate that, in general, the brand is what is most remembered from the promotional banner/layer (monetary: 27.9%; non-monetary utilitarian: 36.2%; non-monetary hedonic: 36.5%), with higher levels in the non-monetary promotions. However, of all the promotions used, it is the monetary promotion that obtains the highest level of product recall (11.5%). If the aim is to achieve the highest recall of both product and brand, a non-monetary hedonic sales promotion is the most useful in the light of these results.

From a management perspective these findings have major implications since it has been proven that online sales promotion is capable of helping to generate brand awareness.

If the aim is to stand out from the competition on the Web, the use of sales promotions may therefore be a good option, as such promotions are recalled even by those Web users who do not click on the promotional banner/layer. However, given that recall of each and every one of the elements of this type of banner is higher amongst those who do click, it would be advisable to design promotions that encourage clicking on the banner/layer. To this end, monetary and non-monetary utilitarian promotions appear to be the most appropriate as they are seen to encourage click-through. On the other hand, as regards the incentive offered, the recommendation is that this be congruent with the benefits that Web users seek when browsing. In other words, it should be an incentive designed to foster enjoyment, fun and other such hedonic aspects, given that, as reflected in these findings, it is those promotions that are congruent with the benefits sought that most encourage users to click on the banner/layer. In doing so, they also encourage joint recall of the brand, product and sales promotion presented in the banner/layer.

It is also recommended that, if the aim is to focus attention on the brand, promotions should be designed that offer non-monetary incentives, whereas if the aim is to focus attention on the product, monetary promotions are to be favoured.

Finally, non-monetary hedonic promotions should be implemented whenever the aim is to focus attention jointly on brand, product and promotion, and thus to affect brand awareness and consequently brand image via sales promotion.

As with any research, the present work has certain limitations. Particularly worthy of mention are those limitations that arise in experimental research. In this experimental context, subjects are submitted to a fictitious situation, meaning that it is possible that they do not act as they normally would in a real situation, due, above all, to their knowing that they are being observed. This limitation may have also affected the click levels achieved by the promotional layer.

Meanwhile the present work does not take into account the various variables that may influence the relationship between type of sales promotion and level of recall achieved, and that could be moderating the results obtained. More specifically, in future research projects the influence of past experience in using the Web on this relationship should be measured.

Appendix 1: Pre-test, testing benefits.

1. Please indicate below what you believe the approximate price or value of the following items to be:

- a. 20% discount on any internal flight
- b. Luggage set, Roncato brand
- c. 2 nights' accommodation at a hotel anywhere in the country

2. Do you think that all the above are worth approximately the same in monetary terms?

- a. Yes
- b. No
- c. Don't know

3. Please indicate which of the following you would prefer:

- a. 20% discount on any internal flight
- b. Luggage set, Roncato brand
- c. 2 nights' accommodation at a hotel anywhere in the country
- d. None of the above

4. With regard to the promotion offering you a gift consisting of please indicate the degree to which you agree with the following statements, on a scale of 0-10 where 0 = I totally disagree and 10 = I totally agree:

I genuinely save money	0	1	2	3	4	5	6	7	8	9	10
I feel like I am getting a good discount	0	1	2	3	4	5	6	7	8	9	10
I genuinely spend less	0	1	2	3	4	5	6	7	8	9	10
The promotion enables me to get better-quality products for the same price.	0	1	2	3	4	5	6	7	8	9	10
The promotion enables me to have access to a better-quality brand than that which I normally buy.	0	1	2	3	4	5	6	7	8	9	10
The promotion enables me to obtain a better brand.	0	1	2	3	4	5	6	7	8	9	10
The promotion reminds me that I need the product.	0	1	2	3	4	5	6	7	8	9	10
The promotion makes my life easier.	0	1	2	3	4	5	6	7	8	9	10
I can remember what I need.	0	1	2	3	4	5	6	7	8	9	10
Thanks to the promotion I feel good about myself.	0	1	2	3	4	5	6	7	8	9	10
I feel proud of my purchase.	0	1	2	3	4	5	6	7	8	9	10
The promotion makes me feel like I have made a wise purchase.	0	1	2	3	4	5	6	7	8	9	10
The promotion makes me feel that I am open to trying out new brands.	0	1	2	3	4	5	6	7	8	9	10
Thanks to the promotion I avoid always buying the same brand.	0	1	2	3	4	5	6	7	8	9	10
The promotion gives me new ideas about other brands to buy.	0	1	2	3	4	5	6	7	8	9	10
The promotion is fun.	0	1	2	3	4	5	6	7	8	9	10
The promotion is entertaining.	0	1	2	3	4	5	6	7	8	9	10
The promotion is enjoyable for me.	0	1	2	3	4	5	6	7	8	9	10

5. Now please think about buying an airplane ticket, marking your opinion on the following scales from =-10. To your mind, this product is:

Fun	0	1	2	3	4	5	6	7	8	9	10	Boring
Pleasant	0	1	2	3	4	5	6	7	8	9	10	Unpleasant
Practical	0	1	2	3	4	5	6	7	8	9	10	Impractical
Non-essential	0	1	2	3	4	5	6	7	8	9	10	Essential

Appendix 2: Questionnaire

Instructions

Dear Sir or Madam,

Many thanks for agreeing to participate in this research.

You have been chosen to give your opinion and impressions regarding your visit to the website. Please answer the questions honestly. Your opinions will be kept entirely anonymous and the strictest confidentiality is guaranteed. Please respond to the questions in the order in which they appear, without turning the page until asked to do so.

The questions do not relate to ‘right or wrong’ answers but simply to your opinions, hence all responses are valid. For those questions with multiple-choice options, please mark with an ‘X’ the option that best fits with your opinion.

Thank you once again for your collaboration.

1. Please indicate below the names of three airlines that immediately spring to mind.

Airline 1:

Airline 2:

Airline 3:

2. Do you recall seeing any advertisements during your visit to the website elmundo.es?

a. Yes

b. No

If your response was no, please go straight to question 4.

3. Please indicate below the type of product and brand that was advertised, for each of the advertisements you remember seeing.

4. Do you recall having seen any advertisement for flights whilst you were visiting the website elmundo.es?

a. Yes

b. No

If your response was no, please go straight to question 6.

5. If your response was yes, what was the brand name of the flights you saw advertised?

6. Gender:

a.	Man
b.	Woman

7. Age:

a.	14 - 19
b.	20 - 24
c.	25 - 34
d.	35 - 44
e.	45 - 54
f.	55 - 64

8. Work status:

a.	Housewife
b.	Unemployed
c.	Student
d.	Retired
e.	Employed
f.	Self-employed

9. Education and qualifications:

a.	No qualifications
b.	Elementary school studies
c.	High School graduate
d.	Associate degree
e.	Bachelor degree
f.	Other.....

10. Monthly income:

a.	1,000-1,499€
b.	1,500-1,999€
c.	2,000-2,499€
d.	2500-2999€
e.	3,000-4,999€
f.	500-999€
g.	Up to 499€
h.	Over 5,000€

11. Internet services most frequently used:

a.	Email
b.	World Wide Web (www)
c.	Telephone calls via the Internet (VoIP)
d.	File transfer (FTP, instant messaging, chats, IRC, newsgroups, discussion forums, usenet, file exchange networks)

12. Internet use:

a.	Less than once a month
b.	Never, or hardly ever
c.	Every day or almost every day
d.	Twice a month
e.	Once a month
f.	Once a week
g.	Several times a week
h.	Several times a day

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